




GAMING > TWITCH > MARKETING

LIVE STREAMING TRENDS 2025

 inStreamly

x

 STREAMERZY.PL



Wiktoria Wójcik

Co-founder - inStreamly

Few people usually read introductions in reports, so instead of a wall of text, here are what I consider the most interesting figures and conclusions about the streaming market in 2024 that will shape its direction in 2025.

93% of stream viewers actively play games. Although "Just Chatting" was the most popular category on Twitch, streaming is still mainly the domain of the gaming community.

62% of stream viewers in have completely given up on television. The streaming community is a rather insular group that continues to grow. Stream viewers are difficult to "catch" in other channels.

Over 73% of viewers actively participate in chat. Live streaming is not a passive form of entertainment. It's a platform that builds communities where audiences interact with creators.

1.4 billion hours spent watching GTA V worldwide. It's the most popular game on Twitch, but in reality, we're not just watching gameplay but the "virtual lives" of streamers – comparable to improvised theater in a digital world.

40% of all esports viewership comes from co-streams. Esports (also in Poland) is experiencing a renaissance driven by independent creators. These types of broadcasts allow for greater authenticity and interaction with viewers.

"Creator economy" in full bloom: 45% of stream viewers also stream or plan to start.

Being a creator is becoming an ambition for young people, including in gaming.

79% of Twitch viewers see ads as support for their favorite creators. For brands, this is a unique opportunity to be perceived as supporting the gaming community. 361 campaigns on gaming streams for 132 brands in 15 countries – implemented through inStreamly technology in 2024 alone. Marketers' interest in live streaming continues to grow.

The Polish streaming market has matured significantly over the past 5 years. Brands today know how to better utilize streaming's potential, focusing on advanced community activations and long-term content projects instead of simply transferring television formats.

The future will bring further evolution.

We can expect AI to play a growing role in supporting creators and even greater integration of streams with other social platforms. We're happy to observe and be part of these changes. For more, I invite you to read the report.

For more trends, I invite you to read the whole report.

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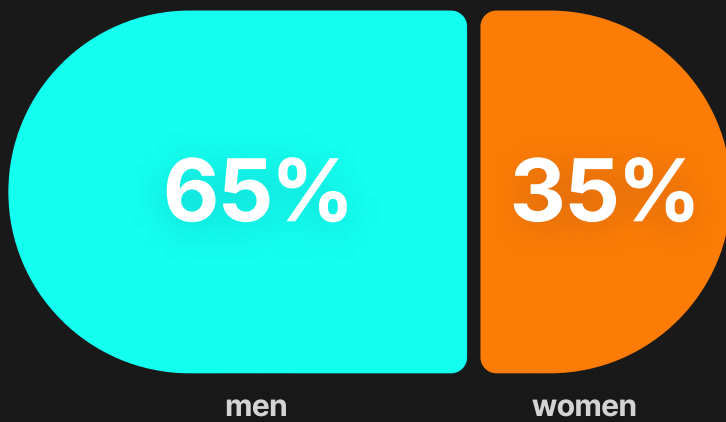
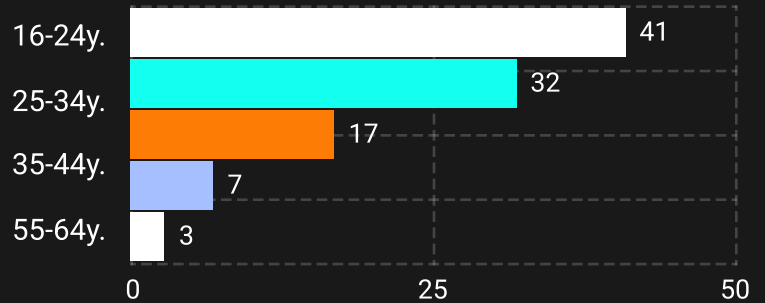
The report also features guest contributions from leaders of the advertising industry in Poland:



Who are livestream viewers?

The community of streaming viewers crosses generational boundaries, bringing together representatives of Generation X, Z, and Millennials in a single digital entertainment environment.

<https://scottmax.com/twitch-statistics/>



We are observing a significant increase in the number of women among viewers, which considerably changes the previous situation where men constituted up to 80% of the audience.

<https://scottmax.com/twitch-statistics/>

31 mln

Internet users watch their favorite streamers daily

42.8%

of Gen-Z from the United States regularly watch streamers



Leszek Trela

Head of Content and Activations - FUSE

Gamers are a diverse group - from mobile gaming casual enthusiasts to dedicated fans of AAA titles. Marketers often mistakenly assume that it's enough to invest in 'sponsoring' a big title. Meanwhile, the most important thing is **understanding the specifics of the community** and responding to its needs. It's also worth considering what drives gameplay: the feeling of rivalry, the need for belonging, or the possibility of self-expression.

Who are the livestream viewers?

93%

of stream viewers actively play games

78.4%

of viewers according to streamers react positively to ads from their favorite creators

77%

of viewers regularly spend over 5 hours weekly on streams

62%

of viewers have completely given up traditional television

64%

of viewers use tools to block online ads (adblockers)

41%

watch videos of streams they missed live

Full survey data from inStreamly available on page 12



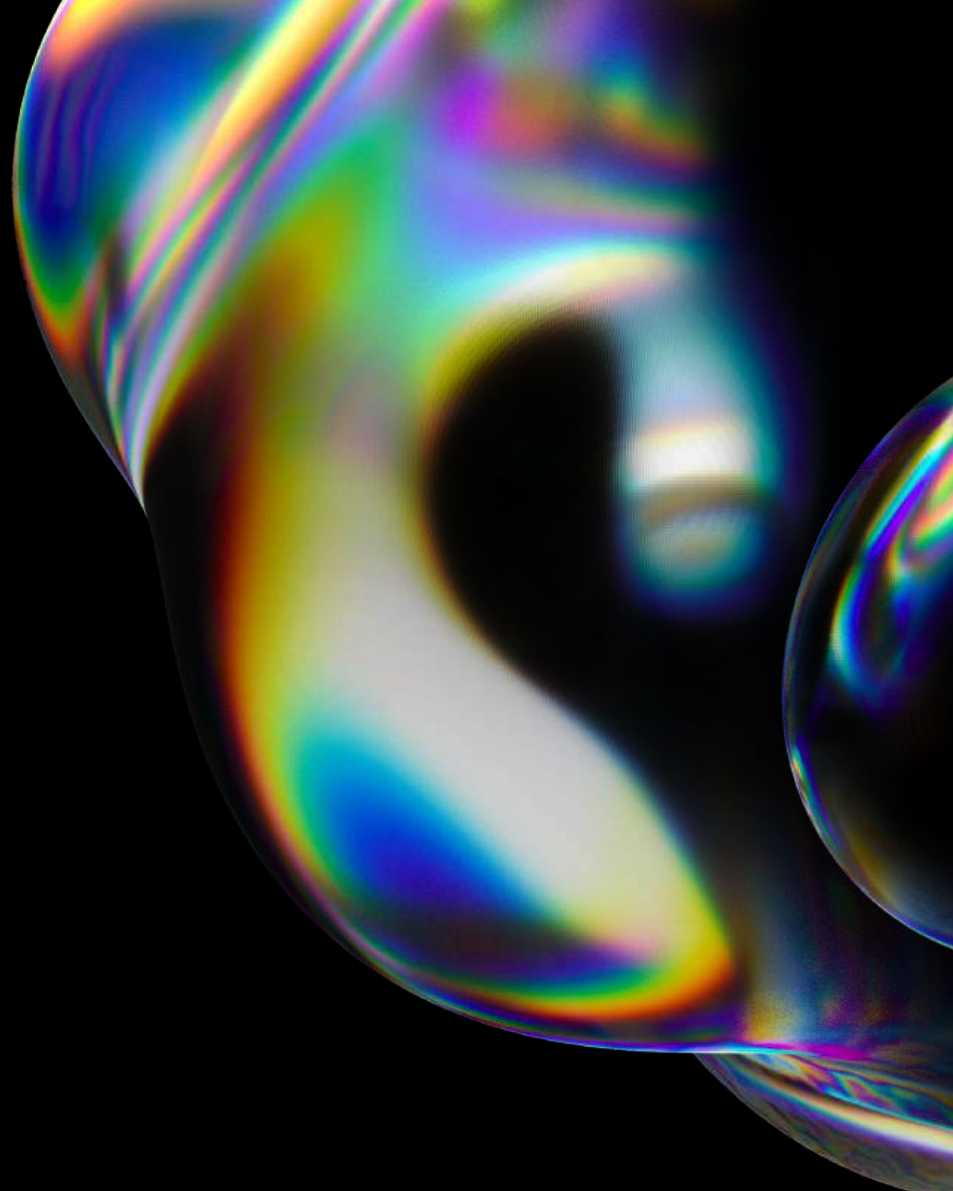
Jarosław Stępień

Brand Manager, Gaming Marketing - Orange Polska

Contrary to the prevailing stereotype, gamers are not a stereotypical group and should not be treated as such. Looking at this completely non-hermetic group from the perspective of an Excel spreadsheet or CTRs in the long run proves ineffective because gamers have a highly tuned **'bullshit detector'**. They sense **authenticity** of messaging like no one else. This also leads brands in the near future to return to their roots. Actions at the grassroots, local, bottom-up level. That's why, for example, influencer marketing is moving toward **UGC (user-generated content)**.

Let's remember that gaming marketing has already been directed at **several generations**, including the generation from the late 70s and early 80s. These are the first-generation players who are now often parents of the youngest gamers. There's a strong emphasis on retro, nostalgia, and returning to the times when gaming marketing was just beginning.

The biggest challenge for gaming marketing will be building **authenticity** of brand messaging in a rapidly changing world.



STATISTICS - STREAMING MARKET

Once a hobby, today a multi-billion-dollar business

When Twitch launched in 2011 as a game streaming platform, few predicted that a decade later we would be talking about a market worth over **\$15 billion**. Yet here we are! In 2025, the streaming market is expected to reach an impressive \$15.32 billion, with growth of up to **12.2% compared to the previous year**.

Key markets:



15.32
B USD

Projected revenue of the game streaming market in 2025

12,2%

Growth of projected revenue year-over-year 2024-2025

1,5 B

Projected number of users in 2025

The game streaming market has been consistently growing since 2017 (\$4.75 billion) and is expected to maintain this trend at least until 2029 (\$18.41 billion). Particularly impressive is the jump between 2023 and 2025, when revenues increased from \$11.69 billion to \$15.32 billion.

Livestreaming and marketing

Livestreaming is slowly but consistently becoming an increasingly important element of the marketing media mix. Although most companies are only now discovering the potential of live broadcasting, there's a clear upward trend - more and more marketers are experimenting with this form of communication.

Companies most often use livestreaming for webinars and educational events, but interest in virtual conferences and social media broadcasts is also growing. Interestingly, marketers are increasingly deciding on regular, cyclical transmissions, treating them as a permanent element of their communication strategy rather than one-time experiments.

35%

of surveyed marketers use
livestreaming in their
marketing strategy

47%

of surveyed companies use
live broadcasting platforms

14%

of surveyed marketers want
to introduce livestreaming in
their companies

<https://wistia.com/learn/marketing/video-marketing-statistics>



Barbara Pawłowska

Digital Media Manager - Media People

Gaming, thanks to its diversity and technological advancement, creates **unprecedented opportunities for marketers** that are underappreciated and often overlooked in marketing strategies. My first encounter with gaming was like swimming in uncharted waters, but as I discovered more possibilities, it proved to be a place with **great advertising potential**. To successfully enter this space, above all, one should not be afraid. This is a place that gathers a very engaged community that responds positively to advertising activities provided they are authentic. [...]

Gaming is not just a place for promotion, but also an investment in long-term **relationships** with users. By planning a long-term presence, you build a **community** around your brand for years to come.

Another year of Twitch dominance



Twitch continues to confirm its position as the king of streaming for another consecutive year, leaving competitors far behind. No wonder - at any given moment on Twitch, you can find an average of 2.5 million active viewers, and content is published there monthly by 7 million streamers. Interestingly, over a million of them regularly earn from their activities!

The platform primarily attracts young adults - people aged 25-34 account for more than half of all users (52%), while another 22% belong to the 35-44 age group. Viewers are also exceptionally loyal to the platform - almost 90% of visits are direct traffic to the site. Regarding demographics, Twitch remains dominated by men (70% of users), but women now make up nearly 27% of the community, showing that the platform is becoming increasingly diverse.



2,5+ mln

Average number of viewers



1,2 B

Monthly visits



16 mln

App downloads in Q1 2024



29 mln

Revenue from platform purchases

<https://analyzer.com/statsup/twitch>

New players in the platform market

2024 brought significant changes to the streaming platform landscape. Although Twitch remains the market leader, several significant competitors have emerged.

Kick

Platform launched in late 2022 that quickly gained attention thanks to an aggressive strategy of acquiring top streamers through lucrative contracts and a more liberal content policy compared to Twitch.



Chzzk

CHZZK is a new platform for watching streamers that has replaced Twitch in South Korea. It functions similarly to Twitch - you can watch live broadcasts and support your favorite streamers using a virtual currency called "cheese."



SOOP Korea

SOOP is a new platform for watching streamers, created by people from AfreecaTV. It focuses mainly on games and e-sports, and collaborates with partners including Faker.



BIGO Live

Rapidly gaining popularity - already has 400 million users in 150 countries. It stands out with the ability to conduct a single broadcast with up to 12(!) creators simultaneously.



Streamer earnings

1 mld \$

Twitch allocated this amount for partner payments in 2023

\$10.51

Average Revenue Per User (ARPU) in 2025

47%

of streamers from the United States earn from livestreaming



Wiktorja Wójcik

Co-founder - inStreamly

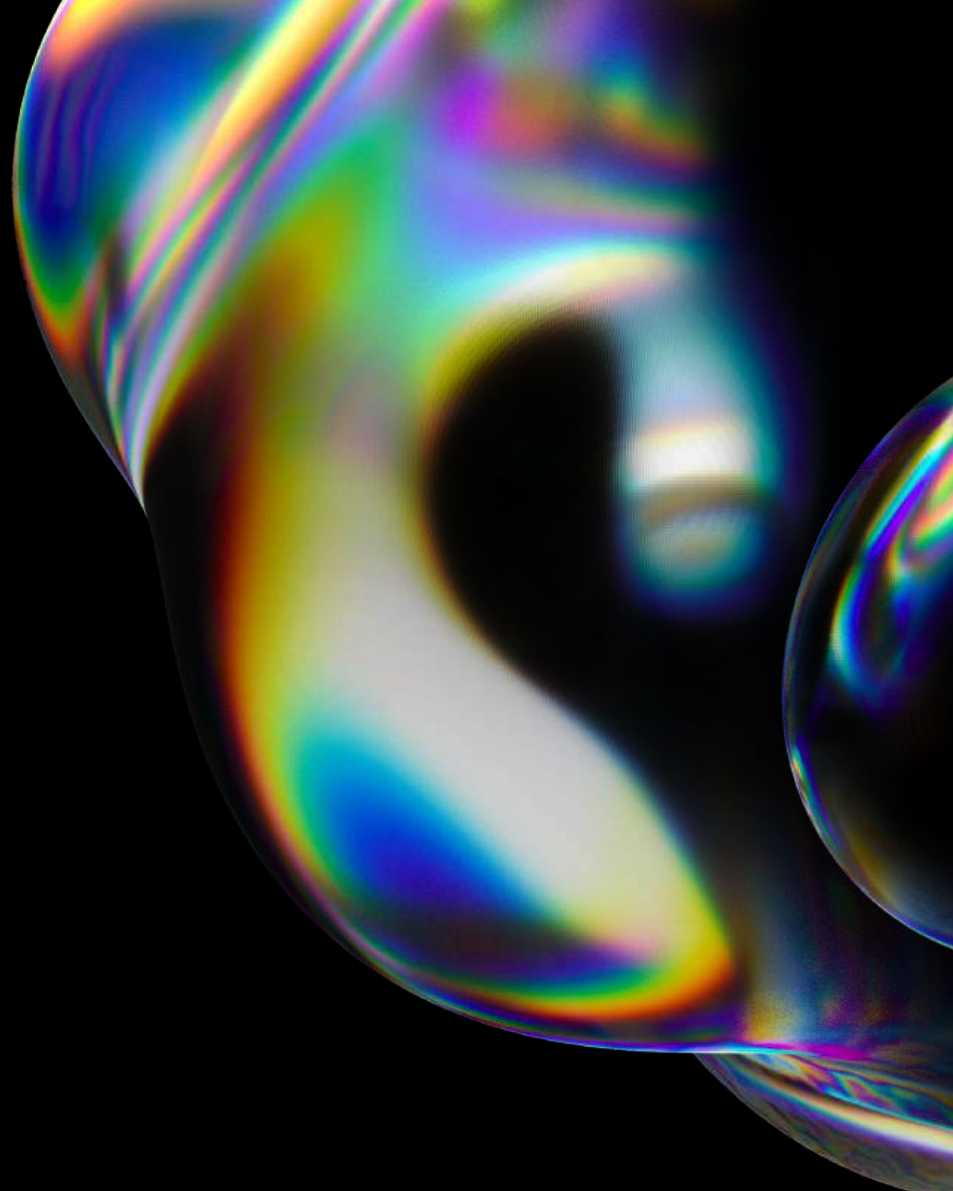
In the streaming world, the relationship between creator, viewer, and brand is exceptional. While in traditional media, advertisements are often perceived as intrusive, on Twitch up to **79% of viewers recognize them as a way to support their favorite creators**. This is no coincidence - in streaming culture, supporting creators, whether through donations or by participating in sponsored activities, is deeply rooted.

At inStreamly, we observe how this dynamic translates into real results for brands. Our campaigns, despite being resistant to ad-blockers, are accepted by viewers as a natural part of the stream. Research confirms this - **the average increase in brand affinity (perception of the brand as friendly to gamers) is up to 14 percentage points, and brand recall increases by an average of 11 percentage points**. This happens because we adapt to the specifics of the medium - advertising appears in the appropriate context, reacting to events on the stream or interactions with the chat.

Interestingly, marketing effects are achieved both through collaboration with the most popular creators and with meetings with smaller streamers. Thanks to automation, even the largest advertisers can reach micro-communities that were previously beyond their reach. This creates an ecosystem where everyone wins - brands reach targeted audiences, creators get opportunities for development, and viewers appreciate the authenticity of this form of advertising.

As a result, sponsorship in live streaming is no longer perceived as a one-sided financial transaction but becomes a form of symbiosis.

Brands that can understand and respect this dynamic can achieve an exceptional level of acceptance and engagement from the gaming community.



VIEWERS'
ATTITUDE
TOWARDS
ADVERTISING

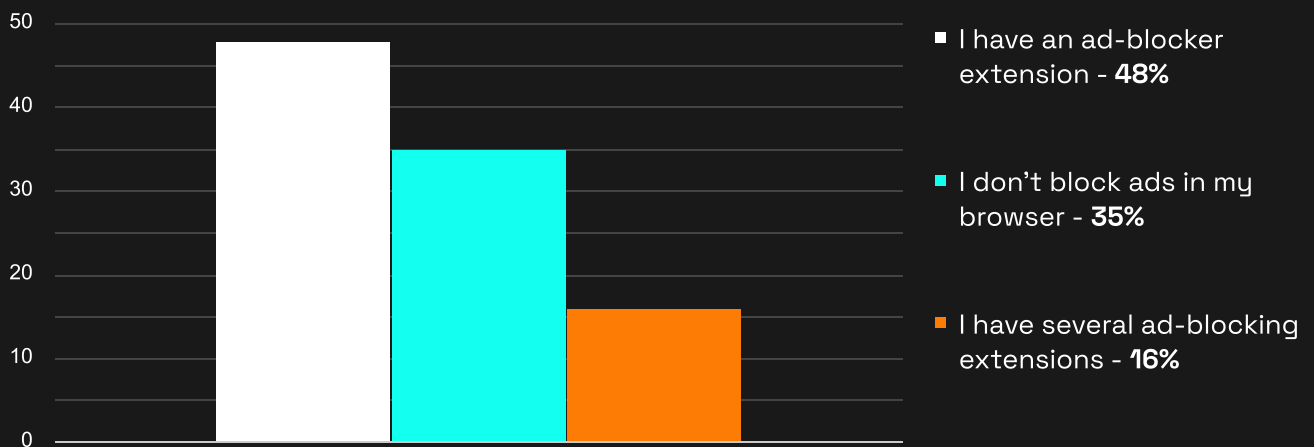


Oliwia Azjan

Account Manager & Gaming Specialist - inStreamly

To better understand the needs of live-streaming viewers, I designed and conducted a weekly survey among viewers. **Thanks to 700 collected responses**, we gained valuable insights about their community - from gaming habits to preferences regarding watching live broadcasts. The survey results help us better adapt marketing strategies and identify key factors influencing viewer engagement. **This is the next step towards creating more effective campaigns for gamers!**

Do you use ad-blocking tools?



31%

of viewers try
livestreaming
themselves

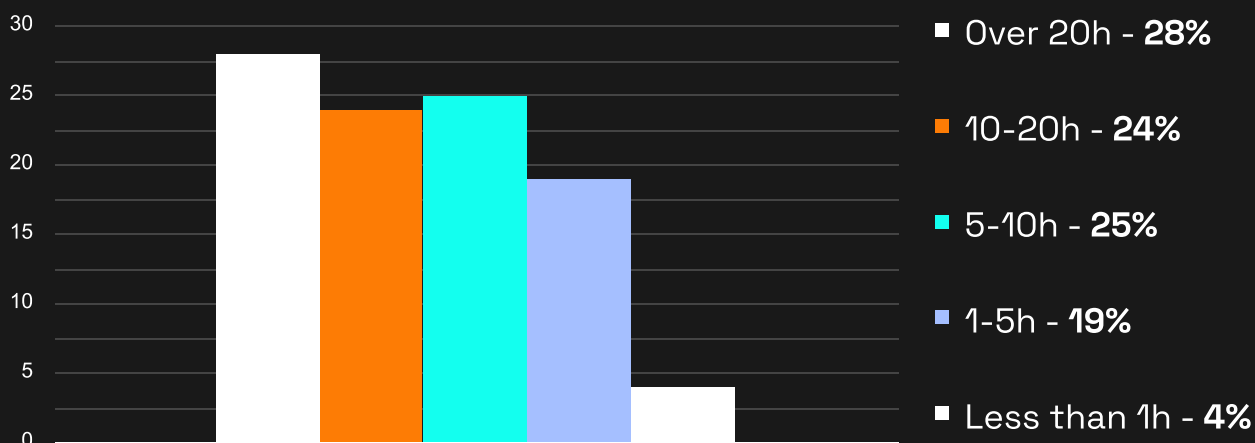
88%

actively chat while
watching live
broadcasts

28%

do not have access to
traditional television

How many hours per week do you spend watching streams?



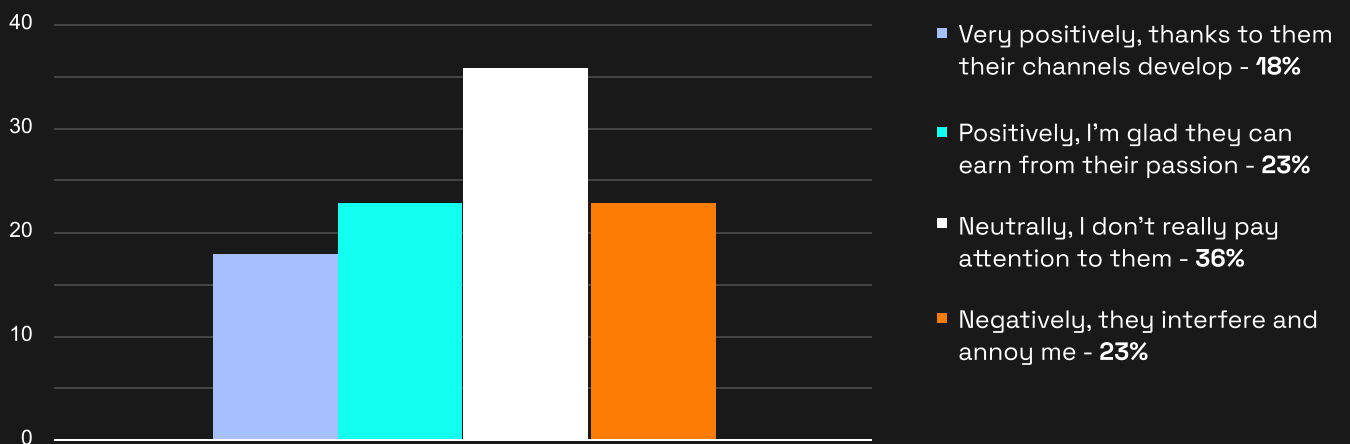
Ewa Żebrowska

Head of Advertising and Media Planning - T-Mobile

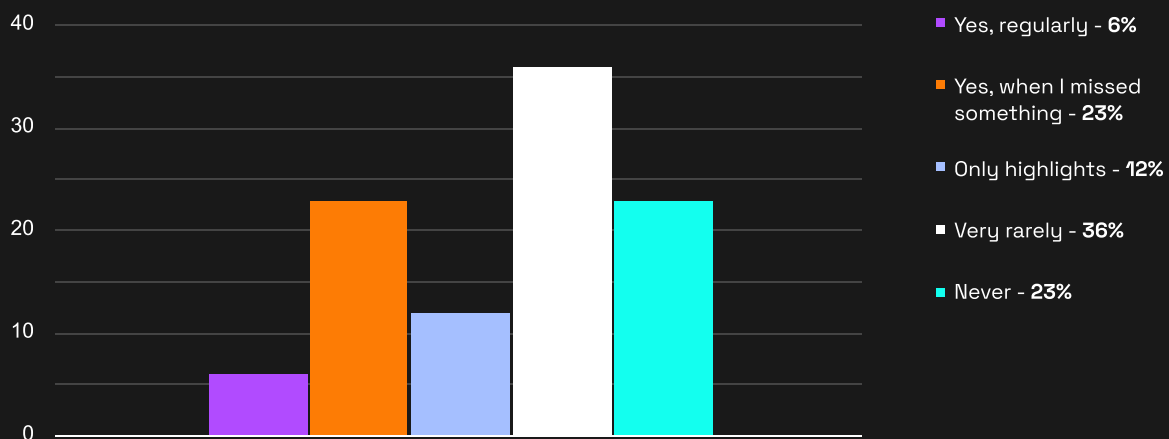
I don't hide that at T-Mobile we've become fascinated with the gaming world, because it's not just entertainment or progressing through the next "levels," but also a space where gamers **build relationships** and spend time together, regardless of distance. For us, as a brand that cares about good relationships, this is a perfect opportunity to be where our clients share **emotions and passions**. Gaming and esports are a modern form of social gatherings, which we understand and strongly support, which is why we've joined charitable streams organized by Szlachetna Paczka and the European gaming tournament T-esports Championship.

Why does gaming seem so close to us? Because it shares so many elements with our world: **technology, speed, entertainment, experiences, development, community, people, passion, progress, innovation**. We want to present ourselves in this identical world, serving technology and solutions from the next "levels." Just like gamers and streamers who proudly display their esports trophies, we also wanted to take this opportunity to brag a bit about our achievements to the gaming community. By selecting interesting and modern forms of advertising (based on Instant Reaction Ads or Voice Recognition Ads) we promoted on streams (via cooperation with **inStreamly**) our modern 5G network or the launch of Wi-Fi extra, which provides gamers with fast internet from basement to roof. For us, the foundation is to **provide the audience with interesting and relevant content and deliver it in an engaging way**. Just like in games.

How do you react to ads that appear on your favorite streamers' broadcasts?



Do you watch VODs (replays) of streams?

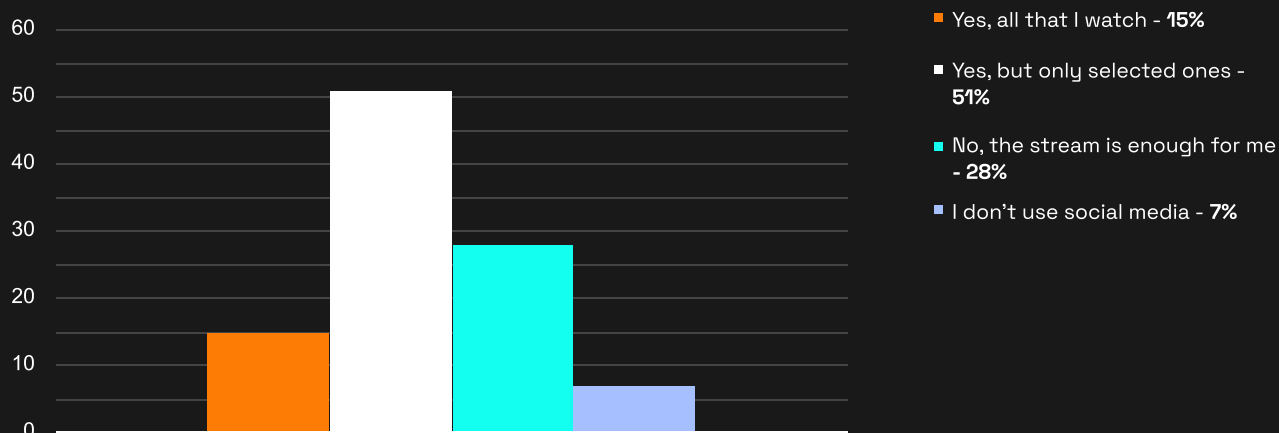


Adam Matwijczyk

Head of Performance - Digital Resolution

Nobody likes when an ad interrupts a game at a crucial moment. **But what if it were part of it?** (For example - editor's note) a sports brand can provide virtual outfits and shoes in soccer or basketball games, giving players the ability to "dress" their character in existing products. Such actions ensure that advertising not only doesn't interfere with gameplay but **actually enriches the experience.**

Do you follow streamers on social media?

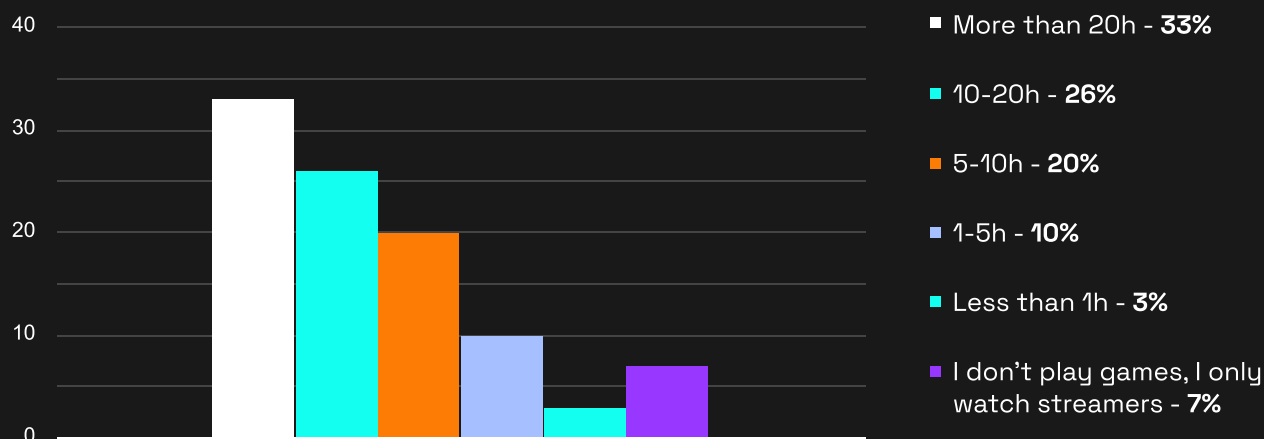


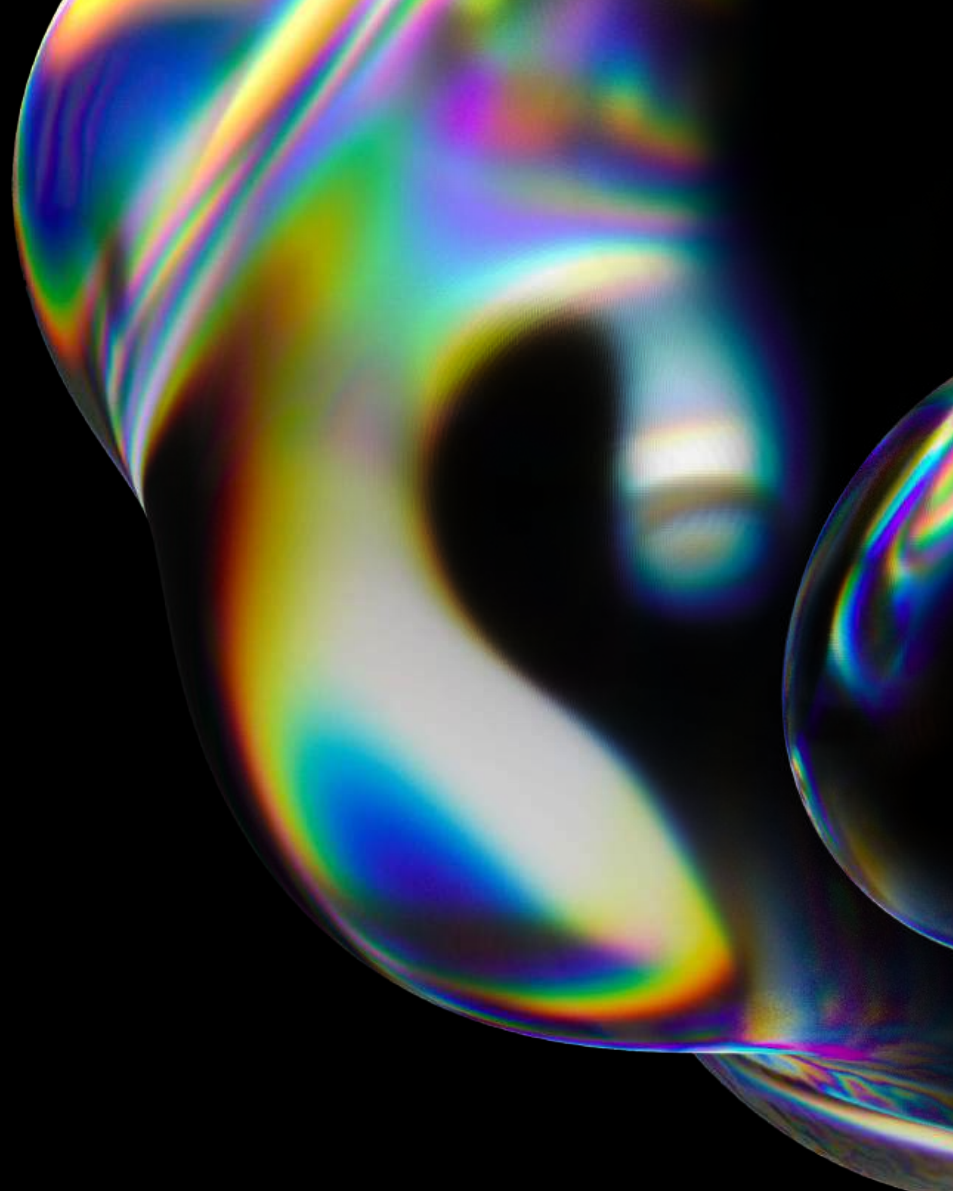
Jakub Sklodowski

Content Strategy Expert - Zenith Media

Gaming is increasingly expanding beyond Twitch, and influencers are gaining new fan bases through TikTok. It's worth remembering that this can also be **effectively utilized in planning campaign communications** and potentially expanding them with media support.

How many hours per week do you play games:





STREAMERS'
ATTITUDE
TOWARDS
ADVERTISING

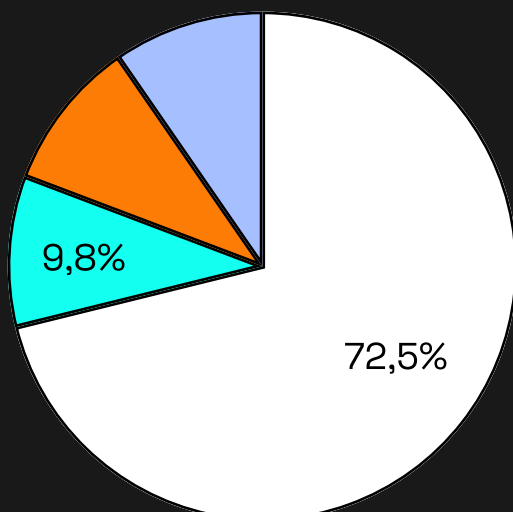
82.4%

of streamers pay attention to how well the promoted brand fits the theme of their channel

76%

of Polish streamers were active in **inStreamly** campaigns

What is your priority for 2025?



- Increasing the number of regular viewers
- Earning more from streaming
- Increasing the attractiveness of my stream
- Developing other channels (e.g. YouTube, TikTok)



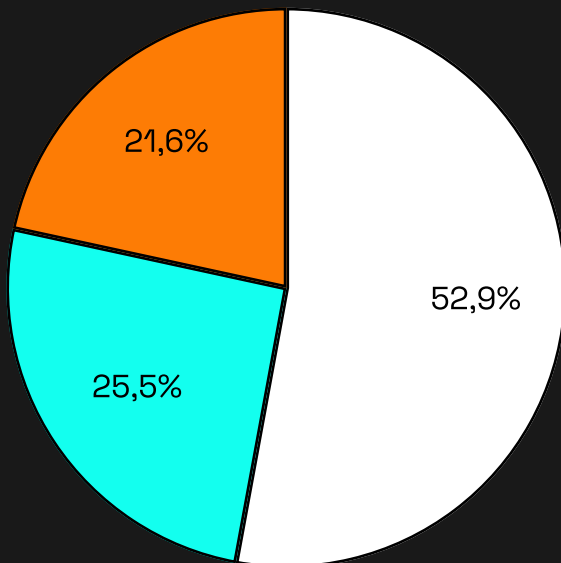
Dominika Brodowicz

Marketing Director - RTV EURO AGD

In gaming, **authenticity** matters - gamers are sensitive to artificiality, so campaigns should be natural and fit into trends. [...]

Partnerships with influencers and streamers can bring better results than traditional advertising. An important aspect is ethics - care and **social responsibility** play an increasingly important role in gaming marketing. [...] In 2025, **marketing in gaming is no longer just advertising**, but part of an experience that needs to be adapted to the culture and values of gamers, not just the brand itself.

How do your viewers react to sponsorships that appear on your stream?



- Very positively, they actively engage - **21.6%**
- Positively, they're happy about the channel's growth - **52.9%**
- Naturally, they don't pay much attention - **25.5%**
- Negatively, they express dissatisfaction - **0%**

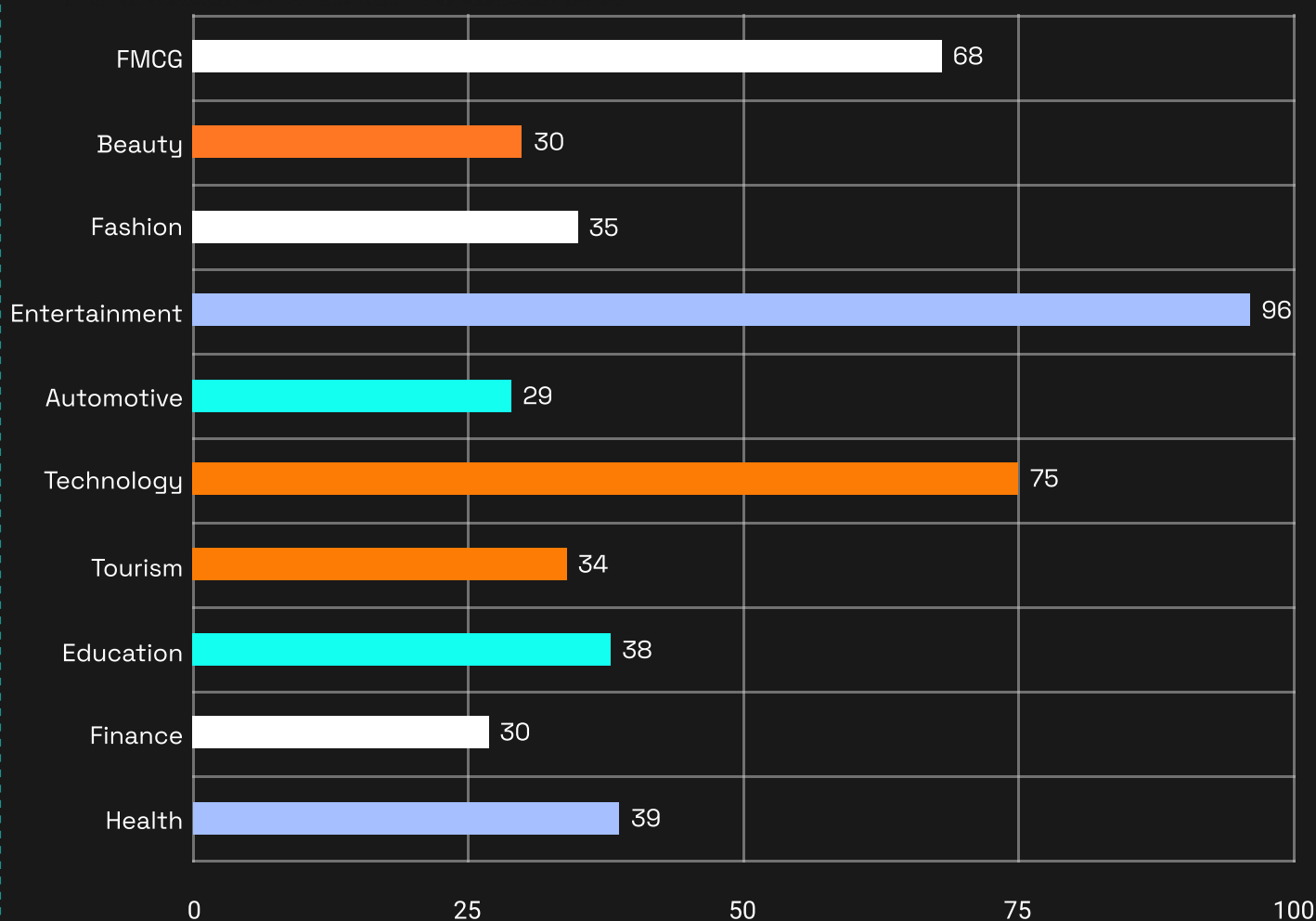


Tomasz Przeździecki
CEO - _game changer

Gaming is a space that requires a **strategic approach** and understanding of **context**. Brands often make mistakes trying to transfer standard advertising formats to the gaming world. The key is **graduated exploration** of various touchpoints - from precisely targeted social media, through collaboration with micro-influencers on Twitch and YouTube, to dedicated interactive spaces. In Poland, we're talking about a potential of 20 million gamers, where platforms like Roblox with 5 million active users generate **higher engagement** than traditional social media. Effective activities include not only advertisements in mobile, PC or console games with precise targeting, but also user rewarded ads, i.e., ads voluntarily activated by gamers.

In 2025, success will depend not on the size of the budget, but on the **value added to the community** - whether through dedicated spaces in Roblox, reward systems in the form of vbucks and riot points, or collaboration during broadcasts of the biggest global esports events. These elements, along with the **ability to adapt** to the unique gaming ecosystem, will determine the success of brands in the gaming world.

Which brand categories would you most like to collaborate with in 2025? Mark all that interest you.



Krzysztof Adamczyk

Communication Junior Planner - Wavemaker Poland

Presenting a brand to gamers in an uninteresting way will not be effective, and may even slightly distort the perception of the brand in situations where the brand is perceived as outdated or creating boring promotions. Gamers largely follow trends related to technology and are **open to novelties** that are unique or meticulously prepared with attention to visual aspects. It's definitely not worth creating advertisements for gamers that will be numerous, but rather focus on those that will be **original**, non-intrusive and will match their game or creator they play or watch. It's also worth considering allowing gamers to **interact** with the brand so they can spend time with the brand in an **interesting way**.



LIVE STREAMING
**AROUND THE
WORLD**

Top Twitch streamers

Highest generated watch time

Rank	Name	Language	Followers	Watch time	Streaming time	Avg. viewers	Peak viewers
1	Kai Cenat	English	16,039,554	193,657,181	2,057	94,111	672,744
2	ibai	Spanish	17,206,772	92,405,158	1,341	68,894	3,846,256
3	Gaules	Portuguese	4,243,943	81,430,421	8,751	9,304	207,635
4	Jynxzi	English	6,790,730	80,263,308	1,548	51,833	228,099
5	Caedrel	English	1,108,473	79,020,826	2,424	32,599	372,043
6	kato_junichi0817	Japanese	1,028,046	78,409,853	3,034	25,841	292,323
7	fps_shaka	Japanese	1,527,812	77,990,635	3,553	21,950	99,491
8	caseoh_	German	6,551,932	73,230,075	1,351	54,174	110,574
9	HasanAbi	English	2,790,255	71,608,996	2,766	25,884	312,431
10	eliasn97	German	2,082,692	67,795,469	2,417	28,046	207,475
11	Papaplatte	German	2,749,536	65,292,836	2,183	29,909	77,408
12	zackrawrr	English	2,023,358	62,748,201	2,273	27,605	216,159
13	summit1g	English	6,311,815	54,986,928	4,523	12,156	38,926
14	tarik	English	3,248,116	48,235,169	1,812	26,616	278,904
15	Baiano	Portuguese	1,045,981	46,047,083	8,272	5,566	114,526
16	otplol_	French	771,881	44,062,635	8,284	5,319	181,342
17	Kamet0	French	1,996,101	42,268,588	2,122	19,912	174,907
18	loud_coringa	Portuguese	6,168,084	38,738,133	1,606	24,109	127,056
19	Lord_Kebun	English	690,848	36,382,744	2,378	15,296	44,884
20	shroud	English	11,107,975	36,366,529	2,642	13,760	57,205

Top Twitch streamers

Highest follower growth

Name	Language	Followers	New followers
Kai Cenat	English	16,039,554	7,324,852
caseoh_	English	6,590,220	4,713,104
Jynxzi	English	6,827,624	3,215,910
ibai	Spanish	17,206,772	1,823,789
alondrissa	Spanish	1,573,956	1,493,793

3.6 mln

people around the world are watching a livestream right now

43 years

of watch time is generated every minute on Twitch alone

654 mln

hours of esports broadcasts were watched in Q4 2024

Most viewers

Name	Language	Followers	New followers
Ninja	English	19,194,570	174,884
ibai	Spanish	17,206,772	1,823,789
auronplay	Spanish	16,713,889	762,935
KaiCenat	English	16,165,315	7,324,852
Rubius	Spanish	15,604,028	802,638

Most hours live

Name	Language	Hours Live	Watchtime
IP_Noticias	Spanish	8,784	720,322
TrashTastePodcast	English	8,784	1,139,952
DeemonRider	English	8,784	3,488,308
FoodVids	Spanish	8,783	584,547
FailArmy	Spanish	8,783	303,181

Highest peak

Name	Language	Peak Viewers
ibai	Spanish	3,846,256
RebeuDeter	French	1,203,745
aminematue	French	987,691
KaiCenat	English	672,744
riotgames	English	591,778

Twitch's top categories



Just Chatting

Watched for:
3,052,537,832 hours



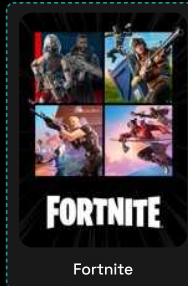
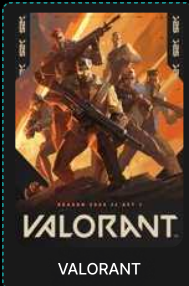
GTA V

Watched for:
1,439,460,481 hours



League of Legends

Watched for:
1,282,712,520 hours



Mirela Małota

Streamer // Community Specialist - inStreamly

GTA V has gained enormous and unstable global popularity on Twitch mainly thanks to **GTA RP**. Players embody and play the roles of various characters (e.g., police officers, doctors, etc.) on servers specially designed for this purpose. The largest GTA RP servers in the world have several thousand users who actively spend time there every day and simply "live." The GTA RP phenomenon shows that the **metaverse** is the future and people want to spend time as their virtual avatars, which, unlike real life, are free from many everyday limitations. **An additional "boost" to the game's popularity was the announcement of the newest installment in the series, GTA VI, which is set to appear at the end of this year and will certainly cause quite a stir in the industry!**

Most interesting trends



Leszek Trela

Head of Content and Activations - FUSE

This year, **personalization** and the trend of **hybrid gaming experiences** are gaining special significance. Gamers no longer live only in the virtual world - they smoothly move between physical and digital reality. Brands that can create valuable connections between these worlds will have the greatest chance of success.



Simulcasting - a new era of streaming

Recent months have brought significant changes in the approach to streaming on multiple platforms simultaneously. Twitch lifted restrictions for simulcasting, allowing streamers to reach a wider audience without losing quality or community engagement. This trend shows how platforms are adapting to creators' needs, allowing them to maximize their reach.

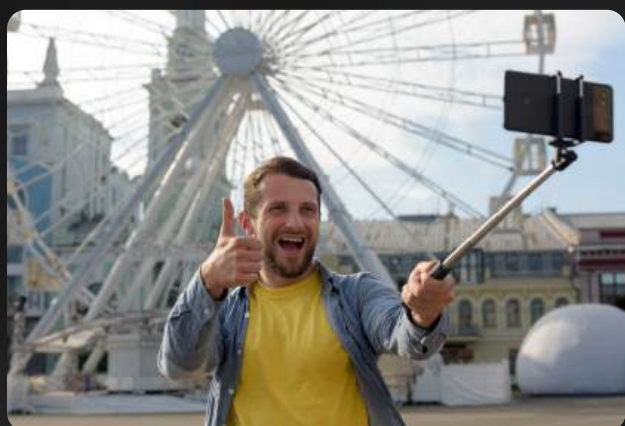


44% of all esports viewership comes from co-streams.

Tournament broadcasts by well-known creators often attract larger audiences than official broadcasts. This shows how important the personality and commentary of the streamer are, who can better connect with the community than professional commentators.

contextual advertising

i.e., those that dynamically react to what is happening during the broadcast



Not just gaming

Just Chatting remains the most watched category (14% of all hours). Streamers are increasingly venturing beyond gaming - they travel, host talk shows, and create unique formats.



The great return to roots

The return of stars like Ludwig (3.3M followers), Sykkuno (3.9M) or Valkyrae (1.2M) to Twitch shows that despite aggressive contracts from competitors, it's the strong community and proven monetization tools that are key to a streamer's long-term success.



Jakub Sklodowski

Content Strategy Expert - Zenith Media

Gaming is its own culture, with a unique language and norms. Understanding these aspects is key to effective communication with gamers. We must remember that **gamers are sensitive to fake** and ill-fitting advertisements, and with the growing interest in the category, increasing number of offers and activity, it's easy to forget this fundamental element.



Aldona Burska-Szypszak

Product Manager - Dr. Oetker Polska

Gamers are often online and it's difficult to reach them through traditional media, so we prefer to focus on contextual advertising that will be **adapted** to the gaming world, giving us a better chance that it will be positively received. Gaming is a place where **relationships** with other gamers are built, and through the presence of Giuseppe brand in this environment, we also try to build relationships with gamer-consumers.

We conduct media activities in gaming as part of our Pizza Giuseppe brand communication, which wants to speak to young people, and research shows that gaming is an **excellent communication channel with Generations Z and Alpha**. A few years ago, we noticed the growing potential of advertising in the gaming environment, which perfectly matched our product to the audience of this advertising. **Pizza Giuseppe has this advantage over delivery pizzas that you can bake it in 15 minutes, in your own home, even in the middle of the night when someone gets hungry during a gaming session.**

In our campaigns, we regularly use advertising displayed on streamers' channels, testing **innovative ideas** suggested by inStreamly. The visibility of such advertising compared to standard display advertising is its decisive advantage, and the **interactivity** typical for games means that it has a chance to engage more strongly than traditional advertisements.



Fun comes first

Gamers are increasingly rejecting excessively serious and corporate approaches to games, returning to the basic value of gaming - pure entertainment. This can be seen in the success of games focused on simple fun (like Helldivers 2) and the failure of titles created "corporately" (like Suicide Squad for 600 million dollars).

This trend is also visible in esports, where influencer tournaments attract larger audiences than professional competitions. For example, in Poland, the Xayoo Cup tournament reached 100,000 viewers, while the professional League of Legends league only 20,000.

For brands, this means it's worth rethinking the standard approach based on tournaments and rivalry. Sometimes it's better to simply focus on good fun and authentic entertainment.

co-streaming

i.e., joining another broadcast and adding your commentary

dualformat streaming

i.e., two variants of transmission:
main and side

fandom

engaged community of fans centered around a creator or phenomenon



Virtual Creators gaining real audiences

VTubers are no longer just a curiosity - they're a fully-fledged trend in streaming. Thanks to increasingly better technology, attractive anime aesthetics and a mysterious aura, virtual creators are building some of the most loyal communities in streaming.

Summary prepared by:



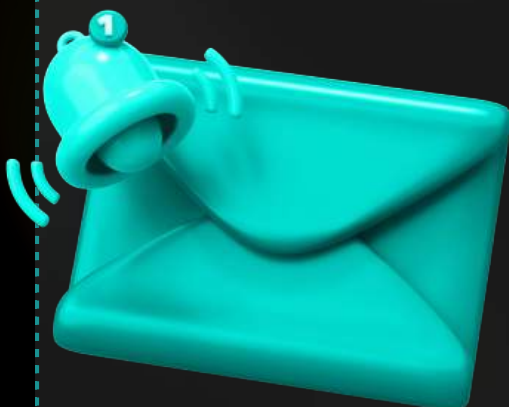
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Become a brand, that lives beyond the stream

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150,000+

Streamers in the network

14% pp

Average brand affinity growth

950+

Campaigns realized



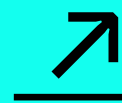
Case Study: How Cheetos turned viewers into players

When 66% of Generation Z uses ad blockers, Cheetos wanted to be seen as a brand that makes stream viewing even more interesting. We created the first branded game integrated directly with Twitch streams - Cheetos Chepard Game.

Results that speak for themselves:

- **220 streamers** integrated the game with their broadcasts
- Over **50,000 unique interactions** with the virtual cheetah
- Reach: **3,214,000 views**
- Brand recognition growth by **6 percentage points**
- Growth in perception of Cheetos as a brand supporting streamers by **11 percentage points**

[READ FULL CASE STUDY](#)



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LIVE STREAMING TRENDS 2025

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